

11th World Congress on

Pharmaceutical Sciences and Innovations in Pharma Industry

February 27-28, 2017 Amsterdam, Netherlands



Pierre A Morgon

MRGN Advisors, Switzerland

Drivers of vaccines acceptability- Vaccines free of animal components, towards improving global healthcare and well being

The lessons from historical evolution of vaccine research and manufacturing are not well understood by the lay public. Vaccines are the most important contributors to global health improvement, only second to clean water and sanitation. Modern vaccine R&D, production and vaccination provide a significant and sustainable source of employment across public and private institutions. Vaccines follow a complex and fragmented purchasing process with many stakeholders, including public authorities and recommendation bodies, private and public purchasers, prescribers and end users. The key determinants of the stakeholders' immunization decisions are numerous and differ between stakeholder types. Yet, the common backbone is trust, on vaccine, prescriber, authorities and influencers. The challenges associated with vaccines and immunization are diverse and when it comes to restoring or maintaining trust, it is essential to deal with anti-vaccine sentiment and misinformation, which rests on several pillars, including poor knowledge about vaccine-preventable diseases, lack of trust in vaccine efficacy and safety, societal and scientific trend towards personalized medicine, social beliefs about immunization as the cause of serious health issues, and even conspiracy theories and religious assertions and objections. Providing vaccines that are totally free of animal components is a desirable target, yet requires substantial R&D and manufacturing investment.

Biography

Pierre A Morgon is the Chief Executive Officer at the AJ Biologics and Regional Partner for Switzerland at Mériex Development, and the Founder of MRGN Advisors. He is also the Non-Executive Director for the Board of Theradiag as well as to the Board of Eurocine Vaccines. He holds a Doctorate of Pharmacy, a Master's degree in Business Law and a MBA. He is also an alumnus of INSEAD, IMD and MCE executive programs. He has over 28 years of experience in the Pharmaceutical and Biological Industry, and in Healthcare IT, in marketing positions up to C-level global marketing strategy, and in operations up to general management. He has acquired direct experience with various successful products in diverse markets (primary care, specialty care, hospital, vaccines and biotechnology), geographies (US, Europe, Japan, China and India) and organizations.

pm@mrgnadvisors.com